

The diploma thesis *From an influencer to a journalist - a new form of a deprofessionalization of journalism?* aims to acquaint readers with a modern trend, where influencers, people operating primarily on social media, become journalists, who create media performances. In the theoretical part, conceptions such as an influencer, social media or even the concept of a deprofessionalization of journalism are established. In the methodical part, the author chose a qualitative research method, specifically throughout interviews with influencers already participating in the media. In addition to the research method and research set, the reader is also acquainted with research questions, which were formed into interrogative questions. The last part of the thesis is dedicated to the research itself. In the opening chapter, the concepts are ordered and categorized, which was later used by the author to assemble chapters *Influencer, Education and practice, Employment relationship, Theoretical preparation, Working in the media and Social media*. To each chapter citations from thorough interviews were implemented, which contributed as confirmation from influencers, who works or worked for the media. Thanks to open questions the closure could be made, that deprofessionalization of journalism is incorrectly linked with influencers, however, the main responsibility belongs to media organizations themselves, which do not train influencers, do not introduce them to the code of ethics and do not alter their action on the social media.